

# Awareness Week

## November 28-December 2

The week of workshops, films, theatre, displays to provide information, opportunities for discussion, and dialogue around issues of gender relationships.

We will participate in the White Ribbon Campaign  
and acknowledge World Aids Day, Dec.1.

Sponsorship by the Student Association and Student Life Advisory Committee

### Proposed Format

#### Casa Loma

Monday, November 28, "Company of Sirens", 12:30-1:30  
Tuesday, November 29, Community Walk-About 10-2 , Movie 2-4  
Wednesday, November 30, N. Nawrocki 12:30-1:30 , Movie 4-6  
Thursday, December 1, Date Rape Workshop , Movie 2-4

#### St. James

Monday, November 28, Date Rape Workshop, Movie 2-4  
Tuesday, November 29, N. Nawrocki 12:30-1:30, Movie 4-6  
Wednesday, November 30, Community Walk-About 10-2, Movie 2-4  
Thursday, December 1, Homophobia Workshop 11-12, Pub-Proceeds to Shelter 2-7

#### Hospitality

Monday, November 28, Community Walk-About 12-2  
Wednesday, November 30, Homophobia Workshop 12-1, rm 315

#### Nightingdale

Tuesday, November 29, Violence Against Women Workshop  
Thursday, December 1, Community Walk-About

# Contents



## Features

### Raves: Mainstream or Cutting Edge?

A look into the raves of the 1990's and how they compare to the raves in the past. Also perspectives from rave promoters, D.J.'s and ravers themselves.

### Dream Warriors; up close and personal.

A look into one of the hottest Canadian rap groups to come out of Canada in a long time. An interview session with the group, along with details of upcoming tour dates.

### A.M.A. Back, and Stronger Than Ever.

With new leadership and a strong membership force the American Marketing Association seems to be back in place after a few down years, and looking forward to a successful year.

### Homophobia, A Case of Ignorance.

With awareness week within our midst we must address a important issue, Homophobia. With gay bashing on the rise, we have reached a critical point. Only in admitting our ignorance will this problem ever be solved.



### Clothing Store Opens at Casa Loma

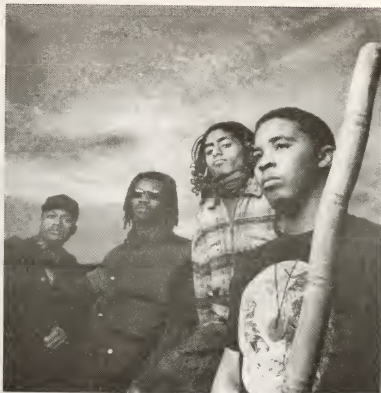
A new clothing store opens at Casa Loma. The stores are run by students of the fashion department.

### Awareness Week Set to Go

Awareness Week coming in late November, there will be workshops, films, theatre, displays etc.

### New Releases Review

A collection of c.d.'s that are new releases, it will be a wide range of music from rap, rock, reggae, dance, techno.



**SA** STUDENT  
ASSOCIATION  
OF GEORGE BROWN COLLEGE



## *Letter from the Editor*

Hello, welcome to a new generation of the Dialog. The Dialog staff are out to encourage and inform students of George Brown College about what is going on in the school, and also outside of the school. The paper is heading in a new direction, towards creating a forum where all students from all different programs are encouraged to participate and feel their voice must be heard. I would like to thank all of the people who help bring this project together and in making it a success.

Sincerely,

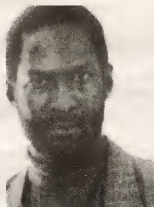
## Contributors



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Editorial



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Second Year  
Marketing  
A.M.A. Pres.



# Editorial

## Homophobia

by: Clare McElroy, Counselling

The Student Association Awareness Week, Nov.28-Dec.2nd would be incomplete if the issue of homophobia was not addressed. Phobia is the illogical or irrational fear of something or someone. Homophobia is an illogical and intense fear of same sex relationships. Homophobia results in a prejudicial belief system that maintains that gay, lesbian and bisexual people are threatening; that they are sick, unnatural, immoral or disgusting, that they are inferior to heterosexuals; and that they deserve to be hated. Homophobia often, results in hate, and irrational and extreme rage, even violence against lesbians, gay men and bisexuals. Homophobia operates on four distinct but interrelated levels: personal, interpersonal, institutional and cultural. Personal homophobia includes an individuals negative beliefs, opinions or feelings. Interpersonal homophobia is manifested when a personal bias is acted out by one individual upon another, thus transforming prejudice into its active component discrimination. Verbal abuse and physical bashing of gays has taken place at George Brown College, and many of these incidents have gone unreported because of fear. Institutional homophobia refers to the ways in which governments, schools, businesses, religions and professional organizations discriminate on the basis of sexual orientation or identity. George Brown College, through its Human Rights Policy clearly states that one cannot discriminate on the basis of sexual orientation, as a member of the GBC community. Cultural homophobia refers to the unwritten social norms or codes of behavior that work within a society to legitimize oppression. Examples of cultural homophobia are the exclusion of images of gays, lesbians and bisexuals people in the media or from history, or their inclusion on purely negative stereotypical terms. Homophobia is pervasive throughout our society and it is a fear which must be countered. Homophobia is kept alive by in-

accurate stereotypes and lack of information. Society portrays sexual minorities as sick, perverted or non-existent. Many people are not aware they know healthy gay, lesbian and bisexual individuals. Some people cling to their homophobia because of fear of the unknown. Often, they become overly defensive, possibly they're trying to cover up their own feelings or thoughts. Some homophobic individuals fear that gays are undermining the traditional fabric of our society, the nuclear family as seen in the recent defeat of Bill 167 pertaining to same-sex benefits. Our society stresses one way of being, the traditional male or female role within a nuclear family setting. Heterosexuality is the norm. The results of being homophobic are various. Not only does it oppress gay men, lesbians and bisexuals, it hurts heterosexuals as well. People are afraid to show affection to members of their own sex for fear of being perceived as homosexual. People are hesitant or afraid to exhibit behavior or characteristics other than the traditional sex roles for fear of being stigmatized as gay. Thus, individual creativity and self expression are stifled due to rigid gender based roles. Unfortunately, some lesbian, gay and bisexual individuals internalize society's stereotypes about gays and learn to hate themselves. A 1989 Winnipeg survey found that out of 45 gay and lesbian students 2/3 had thoughts of suicide because of peer pressure and harassment. A study conducted by a York University professor in 1990 of 12 lesbian students found that 4 had attempted suicide and all remonstrated against lack of information by the school. Members of the GBC Committee Against Homophobia agree that the only way to challenge homophobia at the college is to create a visible gay presence on campus which says it is OK to be gay at George Brown College. Our priority is to reach out to the gay, lesbian and bisexual students and staff on campus. We want to provide them with the resources, support and information they need if they are thinking about coming out. For more information call 867-2373.

were all from different ethnic backgrounds and shared very special moments, exchanged ideas and grew richer in our knowledge and respect for our multicultural society. Just as the 5 or 6 of us met continuously and discussed issues to deal with racism, we could understand much better why people react with racist comments and attitudes. And guess what? Racism exists only because of ignorance. Let's get to know each other! Join in the fun of the different cultures that surround us, we'll become richer in every way. You can't love

## Self Actualization a Reality

By: Michael Rowe

Would it be fortunate or unfortunate if one is unaware of fears, failures and potential? To be unaware can and has caused serious repercussions in the past. Awareness is what brought us to a learning institution, you can be unconsciously aware of this thinking that it is the need to be competitive in the job market or to establish your own business. One could not be employed in a particular field without awareness. It is not just seeing or acknowledging that something, someone or a situation exists. Awareness is acquaintance, familiarity, cognizance, enlightenment and most importantly knowledge. With all of these factors one can become suitably employed and be able to perform adequately. Consciousness, realization and understanding are at the core of awareness. Without these one would be unable to form perceptions of things and other individuals. As human beings living and sharing this earth how can we continue to live with this level of unawareness that exists. Isn't it the essence of life? This leads to the giving and receiving of respect which we all require of others. Acknowledgment and tolerance

of individual differences which we possess can only be obtained through awareness. Through awareness we can be acquainted and appreciative of our fears, other races, cultures, religions and sex. We should realize that we all have the same basic needs; physical, psychological, spiritual, emotional and intellectual and that somewhere along the way these needs have to be met. We can no longer just merely exist but be alive while living. We will then be more attentive and eager to render assistance whenever possible. Only then will we be truly mindful, respectful, sentient and protective of ourselves, others, our maker and this planet of which we are apart of.



## IMPORTANT OSAP NOTICE



### HOW TO AVOID THE JANUARY LINE-UPS

IN AN EFFORT TO IMPROVE SERVICE TO OUR STUDENT CLIENTS, THE FINANCIAL ASSISTANCE OFFICE WILL MAIL OUT THE 2ND JANUARY INSTALLMENTS OF ONTARIO STUDENT LOAN ONLY, TO THOSE STUDENTS WHO HAVE SUBMITTED THE "LETTER OF PERMISSION" TO THE FINANCIAL ASSISTANCE OFFICE NOT LATER THAN NOVEMBER 25/94.

COPIES OF THE "LETTER OF PERMISSION" WILL BE AVAILABLE FROM THE FINANCIAL ASSISTANCE OFFICE, AS WELL AS REGISTRATION CENTRES, COUNSELLING OFFICES, AND SAC OFFICES AT EACH CAMPUS.

IF THERE ARE ANY QUESTIONS OR CONCERNS, PLEASE CONTACT THE FINANCIAL ASSISTANCE OFFICE - ROOM 201B, ST. JAMES CAMPUS. (867-2476).

## I Had a Dream

Martin Luther King

I too had a dream: To see multiculturalism become a reality, not a selling illusion. As a graduate of George Brown College, I feel proud of having finished my studies here and having shared with students from so many different backgrounds. I still recall celebrating my birthday at Amigo's Restaurant on King together with Renu, Terry, Maria, Patty, Dave, and Michael. We

# News and Events



## New Clothing Store Opens

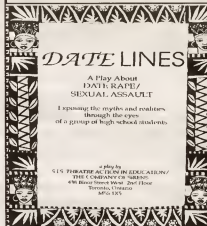
A new store has open at the Casa Loma campus. The clothing store which opened on the third week of September is run by the second year Fashion Management students. The store was originally located at the Kensington campus but because of the lack of students the decision was made to move it. The store sells a variety of items like clothing, jewelry, ceramics, and fabric. The items are made by the

Fashion, and Jewelry students. Brand Names are also sold at the store, the students do the purchasing and ordering of goods. The store is located at the Casa Loma campus, 160 Kendle Ave, Rm. 432. For more information call 944-4866 or 944-4857.

## I Had A Dream ; continued

someone unless you love them, right? Well then, if we all knew each other a little better we would like each other a little more. Try saying hi to the person next to you in the bus, in the subway, at the bus stop, it certainly won't hurt and you'll probably meet your best friend or the love of your life as I did. Canada is a beautiful country, we all live here, let's share a little more and let's grow stronger as a United Canada. We must.

Marcela Ramirez



## Student Life Update

by: Franky Chernin, Student Life

By now, you have settled into your program and completed mid-terms or you are approaching hysteria. If the former, congratulations, you have obviously been successful in setting your priorities and organizing your time. If the latter, don't despair- there is help. The first thing you must do, is approach the problem creatively. Failing grades may be due to lack of class attendance, inappropriate study habits, learning/teaching style differences, poor time management, lack of career planning, family problems, financial problems, social problems, and probably several other things I haven't thought of. It is important to get a handle on where the problems really are so that you can get help finding solutions. Talk to your teacher about identifying your area of weakness and getting some extra help, form a study group with others in your class, go to counseling and get support, advice on non-academic issues, arrange for a peer tutor. If there is anything I can do to get you started, call me at 867-2674, or drop by my office at St. James, Rm.124. Two important events this month offer opportunities for you to become involved, get information, and participate as a member of the GBC community. At Casa Loma on November 9, students will have an opportunity to meet with President Rankin, to discuss issues and concerns. You can call you questions to 867-2900 EXT. 3353, or drop them in the mail box outside the Student Association Office. (A similar forum will be held in January for the other campuses at 200 King).

Across the college, from November 28-December 2, there will be activities displays, workshops and opportunities for discussion on the issues relating to Gender Relationships. The week is simply titled, "Awareness Week" and will include participation in the White Ribbon Campaign and Acknowledgment of World Aids Day, Dec. 1. Check this issue for more detailed info., and watch for the schedule of events which will be posted by November 21.1 would also like to add that I recently organized, with the Student Association, a focus group of Students, ( both student leaders and students, at large) to review the draft of the new Appeal Policy. Marilyn White, Faculty of Academic Studies and Resources, is meeting with groups across the college to get input. I was most impressed with the students who participated, the insight of their concerns, the creativity of their suggestions.

## George Brown Students

This is your opportunity to meet with

President John Rankin

Wednesday Nov. 9, 1994

Location: Casa Loma Campus  
Student Lounge  
Time: 1:00 - 2:30 p.m.

Bring your questions & concerns

### Last Year Students' Issues included:

- Teacher Evaluation
- Lack of information
- Changes at Casa Loma
- Campus Development
- Student Center

"It was a real change to have someone listen and respond... as a result of the forum we were able to meet with the Dean & Chair to express our concerns and have some sort of reasonable explanation given to us"

3rd year Construction Engineering Management Student.

Drop a note in the SA office drop box or call the info line at 867-2900 Ext. 3353

Deadline: Nov. 4/94

Sponsored by:  
Student Life Advisory  
Committee &



There will also be an OPEN question period



# News and Events

## A.M.A. BBQ a Success



### A.M.A. All Fired Up by: Craig Goodwill

For the past two weeks the American Marketing Association have been holding barbecues on the St. James patio. The profits received from the barbecue will go towards supporting the A.M.A. Marketing club and its events. Thanks to a questionnaire developed and surveyed by Beverly Thomson the barbecues will continue through November and periodically through the rest of the winter months. There were many components which had to be put together in order to pull the barbecue off, from ordering the food, advertising, cooking and many other activities. Thanks to all who participated in the barbecue and made it a success, especially the cooks Jim Varlas, Dave McMann and Zahra Shivji.

### Movie Theatre:

November

1 "Killing Culture"

7 "Mafia" Part 1

8 "Do the Right Thing"

14 "Mafia" Part 2

15 "Portraits of Africa"

21 "Mafia" Part 3

22 "L.A. Anatomy of a Riot"

28 "Mafia" Part 4

29 "Tommy"

Get  
Involved.  
If you  
have any  
concerns  
or you  
would like  
to write  
an article,  
submit to  
Student  
Association  
Editor.  
Your  
Participation  
is  
Greatly  
Appreciated.



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educated, experienced and ethical group of professionals equipped to pursue successful careers at the local, provincial, national or even international level.

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For more information, look for your local Insurance Institute in the white pages or, contact Les Dandridge, B.A., A.I.I.C., at The Insurance Institute of Canada, 18 King Street East, 6th Floor, Toronto, Ontario, M5C 1C4 (416) 362-8586 FAX (416) 362-1126.

**Canada's Insurance Professionals**  
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# Hospitality News

## Recipes

Here are two quick, easy, inexpensive recipes you will never find in Small Quantity Food. ENJOY! STUDENT STEW 2 lbs. beef, cubed 1 cup sliced carrots 2 onions, chopped 2 large potatoes, peeled and cubed 10 oz. can of cream of tomato, mushroom, or celery soup 1/2 can water! tsp. Worcestershire sauce Season with salt, pepper, and bay leaf Roll cubed beef in flour and brown in frying pan. (optional) Mix all ingredients and put in large pot or casserole. Put on tight fitting lid and bake five hours in a slow oven. (300f) Mushrooms, peas and other ingredients may be added half and hour before ready to serve. NEVER FAIL LASAGNA 8 oz. lasagna noodles 28 oz. can spaghetti sauce 1 1/2 lbs. ground beef 1 onion, chopped 1/2 green pepper, chopped (optional) 1 tsp. oregano 1 cup cottage cheese 6 oz. 12 oz. mozzarella cheese, sliced Cook lasagna noodles per instructions. Saute beef, onion, green pepper, and oregano. Add spaghetti sauce. Grease a 9" square pan and layer noodles, sauce, cottage cheese, and top with mozzarella. Repeat layers. Bake at 375F for 1 1/2 to 1 hour.

## CULINARY MANAGEMENT

ACT two Scene three by Richard Scott O pardon me, thou GBC that I am meek and gentle with these butchers! Thou whites are the ruin of the noblest man that even Tide will not deter Woe to the hand that raise the costly tuition! Over thy work now I do prophesy, which like dumb mouths do opt their Liberal lips; Paul Martin to beg the voice and utterance of my tongue. A cook shall light upon the likes of men; domestic fury and fierce civil strife shall cumberland all parts of Adelaide bread and duchess potatoes shall be so in use. And dreadful products shall appear that mothers shall but smile when they behold their infants products in cut hands All pity choked with custom of fell deeds and Escoffier spirit, raging for revenge. Cry havoc and let slip the Chef at GBC that this foul deed shall smell above the earth with grown men, groaning for a burger.

## REACH NEW HEIGHTS

Can you imagine a kitchen that...serves up to 30,000 meals a day, 23,000,000 meals a year...has combined sales of over \$125,000,000 in one year...washes over 1,000,000 pieces of cutlery per day...has 22,000 lbs. of flour...separates domestic and international garbage...has \$500,000 of inventory on hand at any time...employs 2200 people...uses 5700 different ingredients There is a kitchen like that in Mississauga. It is located in the Cargo Area of the Toronto Airport. Cara Food Flight Kitchen has an executive chef and services 22 airlines travelling around the world. Airline food has come along way since the days of rubber eggs and stale rolls. The menu now consists of such things as lamb, game, pate, and exotic fruits and vegetables. The presentation is equal to that served in the finest restaurants in the world. Many changes have been made to improve the selection and quality of food, and to meet the varying needs of people from different countries. Cara Food has innovative products and production methods and uses the latest technology to sanitize dishes and test food for dangerous bacteria. They design and prepare meals, send them to jets, receive dirty dishes and clean and sort dishes to return to planes. With all this activity, they never mix up place settings and they have a superlative health and safety record. Touring the Cara Flight Kitchen is an interesting experience for anyone involved in the Food Service Industry. The Toronto kitchen is the largest of the eleven Cara has in Canada. It is 100,000 square feet with separate baking, Garde Manger, cooking, and storage areas. Even with this large area, the operation is efficient and easily adapts to menu changes that occur every week at the request of any of the 55 customers. Preparation for a flight involves a process that can take up to 48 hours. The menu is decided by Cara chefs and the airline. Presentation is discussed and pictures are used to achieve consistent results with each meal. Actual production begins about 6@12 hours before the plane lands at the airport. Preparation work is done on a continuous ba-

sis but many fresh products are received and assembled from scratch hours before the flight. Some entrees are put together on a conveyor belt but others are made one at a time. There is actually a man that has been making omelettes every shift for 25 years! The food is cooked to about 75% doneness and cooking is completed in high temperature convection ovens on the aircraft. Flight Attendants receive training in food preparation and label standards appear on each meal. To prevent health hazards, the food is randomly tested by a Micro Biology lab. and monitored by Healthand Welfare Canada as it goes on board a plane. Food is quick-chilled before assembly and stays cold until it arrives to its final destination. During peak hours, up to 22 airplanes may be serviced at once. Food, dishes, and cutlery are sorted into galleys which are labelled and carefully checked with an invoice before distribution. One half hour before the plane leaves, the galleys are taken to the runway by one of the 90 drivers working around the clock. Liquor is ordered in advance by the airline and boarded at this time by Cara Foods. The importance of service cannot be underestimated. Time constraints and quality controls are strictly followed. Cara has found ways to improve food service in an area believed to be beyond help. Maybe next time we eat on an airplane, we will appreciate what it takes to get the meal to us and the commitment of Cara Foods to lift in flight service to new heights.

## Restraunt Reviews

REVIEWS Each month two restaurant reviews will appear in the Hospitality section of the Dialog. Restaurants close to school will be rated on price, quality of service and food, and atmosphere. An overall rating of one to five stars will be given so students can choose alternatives for eating in the cafeteria. A new "Eats in the Area" menu bulletin board is now located on the second floor. It will display many menus from restaurants around school (including the ones in this section). If you would like to submit a restaurant review please pick up a "Restaurant Review Form" in Room 254, complete it, and put it in the Blue Box. This month selections are: C'est What (Front and Church St.) \*\*\*Service :s

Slow but friendly Quality of Food: pretty good but kind of bland Quantity of Food: good Atmosphere: business types for lunch, happening spot nights and weekends Price: good specials, fair regular prices GLOBAL VILLAGE (Adelaide and Yonge St.) Service: very good, attentive and friendly Quality of Food: very good, original ideas, well seasoned Quantity of Food: more than adequate Atmosphere: very new restaurant specializing in food from various countries. A different country featured each week. Price: cheap appetizers during Happy Hour. Very good food specials for lunch and dinner, reasonable prices.\*\*\*\*\* = Excellante\*\*\*\* = worth a visit\*\*\* = comme ci comme ca\*\* = lousy\* = never again.

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remember  
to vote  
November  
14.

Toronto  
Elections



# Hospitality News

## CLUB NEWS

by Denise Coward  
Hospitality Club President

The Hospitality Club first General Meeting was a success and the executive would like to thank everyone for turning out and offering ideas with enthusiasm. Students concerns about orientation were outlined in a memo to Dan Borowec, Academic Chair, and he plans to review them and make improvements for the 1995/1996 school year.

Hospitality Club office hours have now been posted on the door of Room 254. Hours change every three weeks depending on our schedules, but students are welcome to stop in at any hour if we are in the office.

The Winery Tour and Pub Night in October offered students a chance to learn about the industry, drink, and get to know each other. The response was favourable so similar events are planned for next semester. If you missed the fun...you get a second chance. The October CFSEA Senior Branch meeting was held in Siegfried's on October 17. Eleven students from GBC attended and it was the best turn out we ever had! The students enjoyed meeting and socializing with people from the Hospitality Industry. The Hospitality Club Newsletter will be available this month. It will contain Info. on the club, CFSEA, and related industry events. Club members can drop by and pick up a copy at the office during office hours.

### MEETINGS

Hospitality Club - November 3 @ 12:15 in Room 310 Refreshments and prizes, new members welcome

CFSEA(Hospitality Club) - November 14 @ Skydome Hotel Senior Branch Student Tickets \$15.00

One student per month goes for free. If interested, put your name and # in the Blue Box outside Room 254.

## HELP

Anyone wishing to submit recipes, articles, photos, etc. to the Hospitality section of the Dialog please call Denise at 867-2244 or drop the info. in the Blue Box outside Room 254.

## VOLUNTEERS NEEDED!

Here is your chance to work with well known Chefs, Chef Instructors, and Food Service Executives. Volunteer for one or more of the following events and you will help important charities and learn about the industry from experts.

**A NIGHT TO REMEMBER**  
- Friday November 11 @ 6:30 pm

Executive Chefs of Toronto support Christian Global Relief Children's Fund. Service and Bartending staff needed.

**GBC STAFF PARTY** - Saturday, December 17 @ Siegfried's

10 servers, 5 busers, and 2 bartenders needed. Kitchen help is also welcome. Students get to enjoy the party after the work is done. Its also a good chance to get in good with your instructors!

**CFSEA SCOTT MISSION CHRISTMAS PARTY** - Sunday, December 4 @ 10:00 am People are needed to serve food, fill treat bags, and dress as clowns. Help make Christmas merrier for the kids and seniors. Donations are also accepted.

Sign up sheets and information can be found in Room 254 or call 867-2244.

## Fun, Free Food, and Facts

During the month of November, many activities will take place in the Atrium at lunchtime. Marketing professor Sue Brown offers her students a chance to gain practical experience in promotion and advertising by bringing an event to the school for students to enjoy. There will be educational information, taste testings, industry speakers, and new, innovative products.

For Example, two of the events planned are:

PC Salsa Taste Testing - Wednesday, November 9 from 12:00 to 1:00

Cookstown Greens, Organic food - Monday, November 28.

For more information read the Marketing Projects Bulletin Boards!

## MAKE SOME NOISE!

Last year the Hospitality Club was the only representative and means of communication between the Student Association and Hospitality Students. The Hospitality Building was often ignored when student services were provided and we fought to improve things for upcoming years.

This year the relationship between SA and the Hospitality Division is much better. We have student leaders that represent us at SA meetings and provide us with posters and information on campus events. The Student Association has been cooperative and has offered us services taken for granted at other campuses.

One item we asked for was a Stereo System for the Cafeteria. SA agreed to provide us with one and the music comes through the phone lines from a DJ at 200 King St. E. The Stereo was meant to be entertaining but we realize there are still a few kinks in the system. A number of people have complained that there is a limited variety of music and the music is not representative of what students would like to hear. The volume is also hard to control and the sound is often unclear.

When there is a problem you should let your Student Leaders

know and they will voice your opinions to the Student Association. If that is ineffective, the alternative is to go directly to the source and make them aware of your concerns. The situation has not improved in spite of the efforts of your student leaders so you may want to try and change things as a group. The DJ's and Radio Station Manager (ask for Vince) are located across the street in the SA office. You can talk to them, leave a message, or circulate a petition to get things changed.

The Radio Station is a service for students and you have a right to make suggestions but nothing will happen if you don't make yourself heard!

## Study Space

**Mon.** 3-6 pm.361D  
6-9 pm. 338E

**Tues.** 12-2 pm.366D  
3-6 pm.396F, 6-9 385C

**Wed.** 8-10 pm. 366D  
12-2 pm.418A,2-6 pm. 369D

**Thurs.** 8-10 pm. 369D  
12-2 pm. 369D,2-6 pm.361D  
6-9 pm. 337E

**Sat.** 8am-6pm pm. 447E

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# Marketing News

## Attention Entrepreneurs



**Dianna Rhodes**  
Dianna Rhodes  
Accessories Inc.

Were you there? 65 people attended the A.M.A. Marketing Clubs, first guest speaker. The guest speaker was Dianna Rhodes, from Dianna Rhodes Accessories Inc. Dianna is a remarkable woman who describes being an entrepreneur as "challenging and exciting".

Dianna spoke with enthusiasm as she told us about her background, and how she came to start Dianna Rhodes Accessories. Dianna Rhodes Accessories designs and manufactures both gold and sil-

ver jewellery. In trying to increase awareness of her business Dianna does alot of networking, and determines what exactly it is consumers want, and how can she fill that need. Dianna keeps an eye on upcoming trends, and stresses everyone to read, listen, and to pickup magazines and look at up coming trends.

When developing new ideas or ventures, she made us aware that not all ventures are successful. "Just because you have a brilliant idea, doesn't mean its a winner". To give us an idea on how many ideas turn out to be successful Dianna told us that 2/20 business ventures are successful, and of that 20 another 2 are readily successful, and the rest won't fly, but her advice to us on this thought was "Don't abandon good ideas, try and find ways to find ways to modify them and make them a success".

Two things that Dianna Rhodes mentioned that can be alot of help to new entrepreneurs would be to

take advantage of the free flow of information available from the government or your local library. The second thing Dianna mentioned was that your business card is your image, this means that people often decide whether they like or dislike you withint the first 60 seconds of meeting you. Your business card is one way to make a good impresesion, so make sure its what you want to say about both you and you company.

Anyone wishing to find out more about the jewellery Dianna Rhodes Accessories Inc. have to offer, her business is located at 27 Queen Street East, Suite #405. Phone number (416) 367-2244.

I'd like to thank Dianna Rhodes once again on behalf of George Brown College, and hope that your business will continue to grow and be successful.

Written by: Tania Fleming and Beverly Thomson

## A.M.A. Back in Line

by: Tania Fleming

The American Marketing Association and the Marketing club have started up. The club draws members from all types of background and ages. The A.M.A. was established to give its members a better chance of getting a job when they leave their respective institutions. With the membership one can expect to receive an employment kit and also a subscription to Marketing News, the employment kit gives ideas on going about getting that first job once you leave college or university. Once you join the Marketing Club has many different activities which increase your awareness around the school and also helps you network and get to know people which will be beneficial once leaving college. So I encourage everyone to get involved.

# New Music

## Raves: Mainstream or Cutting Edge



By: Craig Goodwill

A few weeks ago I was getting ready to attend yet another rave. I was excited, but not as excited as I use<sup>d</sup> to get. It seems that the rave scen has changed, maybe its because I am getting older, or maybe it is because the raves are not as interesting as they used to be. So myself and a few friends got on the subway and headed down to Union station the "predictable" meeting place. I saw the same people that I see at every other rave, or so they looked. We got on the bus ready to experience the same disappointing night that we've come to expect for the past few raves. As we headed down King street we exited the city and were in the industrial section of Toronto, sud-

denly we took about five lefts and were there. " Where the hell are we", all I saw was old abandoned factory buildings. We got off the bus and walked down a dark alley about 500 metres, right then I new this was going to really different which is what I was hoping for.

The Techno was rumbling through the wall as we walked down the alley. We entered the rave and were suprised by the sheer size of the factory, it was 11:30 pm and the night was just beginning. As people flowed into the rave D.J.'s like Dr. Trance and Nikki Black Market played their thundering grooves, as the people swung their glow sticks to the beat. The line up of D.J.'s were great, and over all it was one of the best raves I have been to in a long time.

The organizers of Delirium are Kris Couino, D.J. Marcus from 88.1, and Tony Blue. Delirium has been around for about two years, and are looking to have their 2nd anniversary December 10th. In a telephone interview with Kris he told me that they are also planning the start up of a rave magazine called "Groove". Many thanks to Kris and the guys for putting together a great pro-

duction. Stayed tuned to this paper for upcoming rave announcements.

## Return to Oldschool

By: Ras Elijah

Back in the day when we were young, WBLK and CKLN on Saturday was where or dial was tuned to. We made tapes with the latest jams, memorizing lyrics, then coming to school Monday morning to ask friends if they heard the latest songs. For many, this was the pastime of the day, schoolwork?

You could move to this music! Popping, ticking, breakdancing or just rockin to the beat would only brng out the best of us. We felt the vibe through this music. Roger Troutman and Zapp would tell to let them see us "move it on the dance floor". Meanwhile pumpkin would state he was "king of the beat". Today oldschool is making a comeback or did it ever go away, we are now in the mind set of our parents when they listened to Motown or Nat King Cole.

## Editors Choice



Type: Rap  
Label: BMI  
Name: Notorious Big



Type: Raggae  
Label: Columbia  
Name: The Good the Bad the Ugly and the Crazy



Type: Trance  
Label: Allstar  
Name: Jam and Spoon



Type: Techno  
Label: Mute Rec.  
Name: Moby

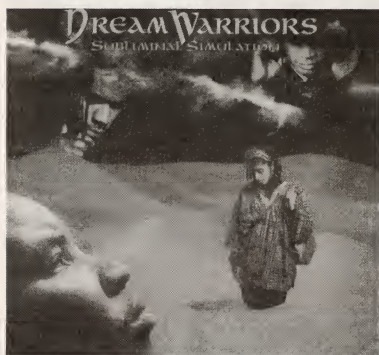


Type: Dub Poetry  
Label: More Tone  
Name: Michael St George

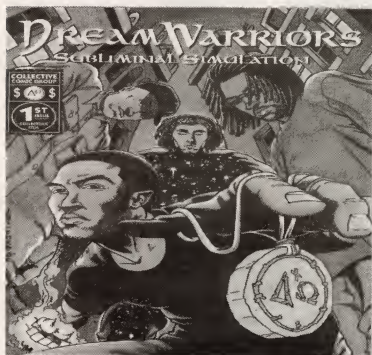
# New Music continued



Above: Band Members



Above: CD Cover



Above: Dream Warriors Comic Book

## Always be a Warrior of your Dreams

By: Ras Elijah

Releasing their second CD, *Subliminal Simulation*, the Dream Warriors are representing positivity. Making an unbelievable debut with *And Now the Legacy Begins*, Dream Warriors collected tremendous recognition in the past four years. Noted to be the first live act to perform on Top of the Charts, (a popular British music program) Dream Warriors went on to tour the world and had fans bopping their heads. Earning a gold album and Juno award for Best Rap Recording, *My Definition* and *Wash Your Face in My Sink* sailed to become anthems for Canadian hip hop. But the boat didn't stop there! Showing universalism apart from traditional hip hop, Dream Warriors mixed traditional hip hop elements with a ska-reggae number called Ludi. King Lu the Philosopher, and Q the unknown, found that the group was indeed growing. The duo decided to build it's clientele with two new members, Spek the Traveller, and Luv the enforcer (formerly L.A. Luv for hip hop notary Michie Mee). "Growing with every album," as King Lu stated, Dream Warriors' infrastructure has become numerous. Underground dub-poet Black Katt is making waves of awareness and community development here in Toronto. In which the Dream Warriors won a fund raising award for performing the most charities. Without segregation the Dream Warriors even "performed benefit shows for jails which no one seemed to have mentioned."

Making a stand with his sugar cane staff, King Lu does not forget how his people have been persecuted throughout the centuries. Meanwhile elements of reggae, bhangra, African traditional, jazz, and hip hop are all present in Dream Warriors music, respecting cultures and displaying universalism.

Starting with their West to East National Tour (beginning No-

vember 17) Canada gets yet another sneak preview of what Dream Warriors have in store for the world.

"Hype" is the response that Dream Warriors receive from fans, "and there is much more in store." Releasing their comic book *Subliminal Simulation*, Marvel Comic are looking to produce a continuatio series in the future. With the groups super hero images, representing individualism, Dream Warriors allow readers to tap into their own resources. "Dream Warriors is a term!" states the Dream Warriors as the proote positivity and inspiration for all to succeed. Keep an eye out for Dream Warriors in Toronto, early December at the Pheonix Night Club.

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Any suggestions for a new name for the "Dialog" please drop it into the Student Association Office.

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Stayed Tuned in for up comingt interviews. If you wish to read about a certain band please send suggestions to the Dialog .

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This Poster  
can't stop  
anyone from  
drinking and driving.  
**You Can.**

Take the keys.  
Offer to drive.  
Be a designated driver.  
Or call the police.